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# Fax

To:	Examiner Arthur D. Duran	From:	Diana M. Sangalli
Company:	USPTO Art Group 3622	Date:	September 30, 2008
Fax:	(571) 273-8300	Pages:	12 (including this sheet)
Your Ref:	10/074,386	Our Ref:	BLU.0002US

Urgent     For Review     Please Comment     Please Reply     Confirm Receipt

## MESSAGE:

Attorney Docket No.: BLU.0002US  
Date: September 30, 2008

DMS/njm

Applicant(s): BARRY S. MCAULIFFE, ET AL.  
Serial No.: 10/074,386  
Filing Date: February 12, 2002  
Title: MANUFACTURER INCENTIVE PROGRAM

1. Reply to Office Action.

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Barry S. McAuliffe, et al.	§	Group Art Unit:	3622
Serial No.:	10/074,386	§	Examiner:	Palani P. Rathinasamy
Filed:	February 12, 2002	§		
For:	Manufacturer Incentive Program	§	Atty. Dkt. No.:	BLU.0002US
Customer No.:	21906	§	Confirmation No.:	5570

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**REPLY TO OFFICE ACTION**

Dear Sir:

In response to the Office Action of June 30, 2008, please consider the following remarks.

Date of Deposit: September 30, 2008  
Pursuant to Rule 1.8(a), I hereby certify that this document is being facsimile transmitted to the United States Patent and Trademark Office (Fax No. 571/273-8300) on the date indicated above.

Nancy Meshkoff